

## CLAIMS

At the time of the Action:

Pending Claims: 1-3, 7-14, 16, 21-28, 30, 32-33 and 35-36

Withdrawn Claims: None

Canceled Claims: 4-6, 15, 17-20, 29, 31 and 34

After this Response:

Pending Claims: 1-3, 7-12, 14, 16, 21-28, 30, 32-33 and 35-36

Amended Claims: 1, 16, 28, 32, 33, 35 and 36

Withdrawn: None

Canceled Claims: 4-6, 13, 15, 17-20, 29, 31 and 34

New Claims: None

1. **(Currently Amended)** A computer implemented system that facilitates building a profile of a user comprising:

    a processor communicatively coupled to a memory, said memory having stored thereon computer-executable instructions configured to implement the profile building system including:

        at least one extraction component to extract semantic components of at least one portion of a web page;

        at least one input component comprising a plurality of user interface buttons to automatically reflect context to the user of the web page based in part on the semantic

components of the at least one portion of the web page, to receive the user's selection of one or more of the plurality of user interface buttons; and

a profile component to populate and store the profile of the user and to indicate the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or other users, wherein dissemination of at least a portion of the profile of the user is selective and controlled by the user.

2.       **(Previously Presented)** The system of claim 1, further comprising a web browser.
3.       **(Previously Presented)** The system of claim 1, further comprising a search engine.
4.       **(Canceled)**
5.       **(Canceled)**
6.       **(Canceled)**
7.       **(Previously Presented)** The system of claim 1, further comprising a profile review component to allow the user to review and/or edit the profile.
8.       **(Previously Presented)** The system of claim 1, further comprising an inference component to make declarations on behalf of the user.

9. **(Previously Presented)** The system of claim 8, wherein the inference component further comprises at least one of: a support vector machine (SVM), a naïve Bayes model, a Bayesian network, a decision tree, a Hidden Markov Model (HMM), neural network, data fusion engine.

10. **(Previously Presented)** The system of claim 8, wherein the inference component further comprises a classifier.

11. **(Previously Presented)** The system of claim 8, wherein the inference component is to further infer when to make a declaration on behalf of the user.

12. **(Previously Presented)** The system of claim 1, further comprising a privacy-preserving searching component to enable the user to search for others who have a similar profile as the user.

13. **(Canceled)**

14. **(Previously Presented)** The system of claim 1, wherein the profile of the user comprises information relating to opinions, expertise, and experiences of the user.

15. **(Canceled)**

16. **(Currently Amended)** A computer-implemented method that facilitates creating user profile comprising:

extracting from a web page semantic components of at least one portion of the web page;

providing one or more input components comprising a plurality of user interface buttons automatically reflecting context to the user of the web page based in part on the semantic components of the at least one portion of the web page; receiving the user's selection of one or more of the plurality of user interface buttons; ~~and~~

populating the user profile with the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or other users[[.]]; and

disseminating at least a portion of the user profile to the other users, the dissemination of the user profile being selected and controlled by the user.

17. **(Canceled)**

18. **(Canceled)**

19. **(Canceled)**

20. **(Canceled)**

21. **(Previously Presented)** The computer-implemented method of claim 16, further comprising morphing the plurality of user interface buttons based at least in part upon a change in the semantic components of the at least one portion of the web page.

22. **(Previously Presented)** The computer-implemented method of claim 21, wherein the morphing of the plurality of user interface buttons is based at least in part upon user behavior with respect to movement of a pointer device.

23. **(Previously Presented)** The computer-implemented method of claim 22, wherein the pointer device comprises a mouse.

24. **(Previously Presented)** The computer-implemented method of claim 16, wherein the semantic components of the at least one portion of the web page are based at least in part upon declarations previously annotated to the user profile by the user.

25. **(Previously Presented)** The computer-implemented method of claim 16, further comprising at least one of reviewing or editing the user profile by the user.

26. **(Previously Presented)** The computer-implemented method of claim 16, wherein populating the user profile is performed implicitly by the user.

27. **(Previously Presented)** The computer-implemented method of claim 16, wherein populating the user profile is performed by an inference component inferring the user's selection of the one or more of the plurality of user interface buttons.

28. **(Currently Amended)** A computer-implemented method that facilitates conveying information about a user to other users, comprising:

browsing information stored on a web page;

selectively making at least one declaration about at least one portion of the web page based at least in part on selecting one or more of a plurality of use interface buttons that automatically reflect context of the at least one portion of the web page;

populating a user's personal profile with the at least one declaration; and

selectively sharing a portion of the user's personal profile with the other users, the selective sharing maintained and controlled by the user.

29. **(Canceled)**

30. **(Previously Presented)** The computer-implemented method of claim 28, wherein the method is performed at least in part by a web browser.

31. **(Canceled)**

32. **(Currently Amended)** A computer-readable storage medium having stored thereon the following computer executable components:

at least one extraction component to extract semantic components of at least one portion of a web page;

at least one input component, the input component comprising a plurality of user interface buttons to automatically reflect context to the user of the web page based in part on the semantic components of the at least one portion of the web page to receive the user's selection of one or more of the plurality of user interface buttons; and

a profile component to populate and store a profile of the user to indicate the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or others, wherein dissemination of at least a portion of the profile of the user is selective and controlled by the user.

33. **(Currently Amended)** A computer-implemented system that facilitates creating user profile comprising:

means for providing at least one extraction component extracting semantic components of at least one portion of a web page;

means for providing one or more input components comprising a plurality of user interface buttons that automatically reflect context to the user of the web page based in part on the semantic components of the at least one portion of the web page receiving the user's selection of one or more of the plurality of user interface buttons; ~~and~~

means for populating and storing the user profile indicating the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or other users[.]];

and

means for disseminating at least a portion of the user profile to the other users, the dissemination maintained and controlled by the user.

34. (Canceled)

35. (Currently Amended) A computer-implemented system that facilitates conveying information about a user to other users, comprising:

a processor communicatively coupled to a memory, said memory having stored thereon computer-executable instructions configured to implement the system for conveying information about the user to others including:

means for browsing information stored on a web page;

means for selectively making at least one declaration about at least one portion of the web page based at least in part on a plurality of user interface buttons that reflect context of the at least one portion of the web page;

means for populating user's personal profile with the at least one declaration;

and

means for selectively sharing a portion of the user's personal profile with the users, the selective sharing maintained and controlled by the user.



36. **(Currently Amended)** A computer implemented system that facilitates building a profile comprising:

a processor communicatively coupled to a memory, said memory having stored thereon computer-executable instructions configured to implement the profile building system including:

at least one extraction component to extract semantic components of at least one portion of a web page;

at least one input component comprising a plurality of user interface buttons to automatically reflect context to the user of the web page in part on the semantic components of the at least one portion of the web page receiving the user's selection of one or more of the plurality of user interface buttons;

wherein the plurality of user interface buttons at least in part relate to at least one of an emotional response of the user, an experience of the user, a desire of the user, a philosophy of the user, a preference of the user, a goal of the user, an opinion of the user, relevance to the user, a theology of the user, an insight of the user, and a conception of the user; and

a profile component to populate and store the profile of the user, indicating the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or other users, wherein dissemination of at least a portion of the profile of the user is selective and controlled by the user.